INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1227 — Washington, D. C. — March 26, 1949

Plans for 1950 Convention Discussed at Brokers Meeting

Plans and efforts to reunite the annual conventions of the National Canners Association and the National Food Brokers Association have been the subject of a series of meetings in Chicago this week, during the sessions of the 44th annual convention of N.F.B.A.

Carrying out the directive contained in the motion by the Board of Directors last January that "the Association exert every effort to plan the 1950 Convention so that canners and brokers may meet at the same time and place," Secretary Campbell, Chairman Friend and members of the N.C.A. Convention Committee prepared an outline covering hotel allo-

(Please turn to page 151)

USES Publicity Material To Help Recruit Farm Labor

The United States Employment Service has supplied State and local employment offices all over the country with publicity material for the use of growers and canners in recruiting farm labor for the harvesting and preservation of this year's crop. The farm labor recruitment program envisages the cooperation of those who will employ the needed manpower in publicizing the opportunity to earn extra money.

USES has distributed a publicity kit containing sample newspaper advertisements, posters, radio material, and other advertising media, which may be invaluable in notifying men, housewives and young people of the

(Please turn to page 151)

Canned Foods Prices

The favorable retail price position of canned fruits and vegetables again is shown in Bureau of Labor Statistics price indexes as of February 15, released this week. A press release on the subject was mailed by the Association yesterday to a special list of wire services and metropolitan newspapers. Copies are enclosed in this mailing for use of canners in placing this story in local papers.

N.C.A. Buildings Fund

Contributions and pledges to the N.C.A. Buildings program on the part of 65 firms in the canning machinery and supplies field totaled $477,892.04 on March 21, 1949. The firms which have made contributions and pledges are listed on page 151.

Hoover Commission Proposes Review of Social Security

A review of the Federal old-age and survivors' insurance program was recommended this week by the Commission on Organization of the Executive Branch of the Government (the Hoover Commission).

The Commission took note of the Doughton bill, H. R. 2893, which would extend the present social security system, and endorsed the recommendation of the board of trustees for the Federal Old-Age and Survivors Insurance Trust Fund for a study "covering not only the benefit formula, the coverage of the system, and the scope of protection afforded, but also contributions and financial policy."

The Doughton bill, on which the House Committee on Ways and Means began public hearings on March 24, would increase contributions to the social security fund from both em-

(Please turn to page 150)

Industrial Safety Conference

The President's Conference on Industrial Safety, which was held in Washington March 23-25, heard reports on accident records, analysis and use; engineering; laws and regulations; education; programs and services; labor-management cooperation for safety; and research—all made by experts in those fields. A printed report on the entire Conference, which also was addressed by President Truman and Secretary of Labor Tobin, is being prepared and will be available in about a month upon request directed to W. L. Connolly, Director, Bureau of Labor Standards, U. S. Department of Labor, Wash. 25, D. C.

No Action Taken in House On Lesinski Wage-Hour Bill

Since the filing of the report of the House Committee on Education and Labor recommending enactment of the Lesinski bill, H. R. 3190, to amend the Fair Labor Standards Act of 1938, there has been no action on the bill.

The House Rules Committee postponed a hearing scheduled for this week. The Rules Committee controls the length of time allowed for House debate and the nature of amendments that may be considered on each bill.

H. R. 3190 would eliminate existing exemptions from overtime contained in Sections 7(b)(3), 7(c), 13(a)(5) and 13(a)(10) of the present law. In their place, the Committee proposes in H. R. 3190 a single exemption from overtime limited to 10 hours a day or 50 hours a week, and for whatever weekly periods the Secretary of Labor might determine to be necessary, up to a possible 20 weeks for canning perishable fresh fruits and vegetables and for a maximum of 14 weeks for canning of fish and seafoods (see INFORMATION LETTER of March 19, page 141).

Corn Standards Hearing

Following ten days of intensive hearings on proposed standards of identity, quality, and fill of container for canned corn under the Food, Drug and Cosmetic Act, the Federal Security Agency's presiding officer granted an adjournment of two weeks to permit further study of data placed in evidence. The date of April 7 was set for resumption of this hearing, at which time consideration will be given, among other things, to the question whether there is now an adequate basis for establishing a standard of fill of container or whether

(Please turn to page 149)

Vice President Taylor Speaks

In his first public appearance as Vice President of N.C.A., Henry P. Taylor addressed the annual meeting of the Virginia Canners Association on March 22 in Roanoke. His address is reproduced on page 148.

PUBLICITY

Nutrition Publicity

Publicity resulting from the press conference and exhibit on the nutritive values of canned foods held in Chicago in mid-November is known to have appeared in 463 newspapers and magazines having a total circulation of 27,307,123.

Listed below are the papers and circulation figures on clippings received by the Association this week, with the totals previously reported:

Belmont (Mass.) Herald (Feb. 18)	6,500
Boston Commercial Record (Feb. 11)	(a)
Eatontown (N. J.) Sentinel (Feb. 25)	1,810
Hawthorne (N. J.) Press (March 3)	3,800
Las Vegas (Nev.) Review Journal (Feb. 17)	12,150
Mantua (Ohio) Record (Feb. 24)	1,213
Mount Morris (N. Y.) Enterprise (Feb. 23)*	2,850
Northport (N. Y.) Observer (Feb. 10)	3,584
Ramsey (N. J.) Journal (March 3)	1,736
Sterling (Colo.) Advocate (Feb. 17)	6,183
	43,826
Circulation already reported	27,263,297
Total known circulation	27,307,123

* Second mention; (a) circulation unknown.

Liberty Magazine Shows Ways To Use Canned Fruits

"One Can of Pears Makes Two Grand Dishes" is the title of the introductory full-page color food photograph in the recently-enlarged "Liberty Home Section" of the April issue of *Liberty* magazine (circulation 1,540,192), now on the newsstands.

Gertrude Wilkinson, home editor, divides one can of pears to make a tempting molded spring salad and blushing pear shortcake. In the introduction to the recipes she states, "Here are two specially good recipes from canned fruit that are failproof for a party. Peach or apricot halves are equally delicious."

Tear Sheets Are Available On Canned Vegetable Feature

In the April issue of *Today's Woman*, a magazine for young wives, appears an article entitled "Add to Canned Vegetables."

Canned beets, green beans, corn, tomatoes and peas are the five products mentioned with recipe suggestions. Miss Erna Nibley, food editor, cites, "Canned vegetables are convenient to have on hand, inexpensive to serve. Here are 24 ways to vary five different vegetables." The proper method of preparing canned vegetables is given as well as hints for unused liquid, and storage of canned foods.

Tear sheets of this article are available in a limited quantity by writing to Miss Cathie Hunt, Merchandise Editor, *Today's Woman*, 67 West 44th Street, New York 18, N. Y.

SUPPLIES

Metal Can Shipments Increase, Use of Glass Reported Down

While production and shipments of glass containers and packaging closures declined last year below 1947 levels, production and shipments of metal cans for all purposes for the first 10 months of 1948 exceeded any corresponding 10-month period in the history of the industry, according to a quarterly Containers and Packaging industry report of the U. S. Department of Commerce.

Although preliminary figures indicate a reduction in the over-all use of glass containers, they also show increased use of "commercial and home canning seals."

Preliminary figures indicate that 98,721,000 gross of glass containers were produced during 1948, a decline of 14.4 percent below the 115,344,000 gross produced the year before. Shipments during 1948 totaled 97,194,000 gross, as compared to 110,170,000 gross shipped the year before. Stocks at the end of December totaled 8,752,662 gross and were greater than December stocks a year ago by 8.7 percent.

Production of metal and plastic commercial closures for the first 11 months of 1948 were down approximately 12 percent, reflecting closely the decline in glass container shipments. "Commercial and home canning seals showed a 17.4 percent production increase over 1947, with strong activity in shoulder and top seal jar rings during the closing months of 1948."

Shipments of metal cans for the January-October period aggregated 2,745,000 short tons, or 250,000 tons above shipments for January-October, 1947. "Of this increase, 138,000 tons went into food products and 112,000 tons into nonfood products," the report said. "This was possible under present tin controls through the use of lighter tin coatings."

FOREIGN TRADE

South Africa's Pineapple Pack

The growing and processing of pineapples in the Union of South Africa is increasing, it is reported in the *Foreign Commerce Weekly* of March 21.

On the basis of estimated consumption by canning factories, from 22,000 to 25,000 tons of raw pineapple may be produced in 1948-49. During the crop year which ended September 30, 1948, production was estimated at from 12,000 to 15,000 tons.

"As a result of the prohibition of the importation of fresh pineapples into Britain, the Union's chief market for this product, a larger portion of the crop is being sold to canneries. One local cannery, which was started about two years ago, is just coming into full production and expects to handle approximately 12,000 tons of raw pineapples for canning. Another canner expects to handle about 10,000 tons. As there appears to be relatively little demand for pineapple jam, it is understood that most of the fruit processed by canners will emerge in the form of sliced canned pineapple. The remaining fresh fruit harvested will go to domestic municipal markets."

Invitations to Bid

Quartermaster Purchasing Offices—111 East 16th Street, New York 3, N. Y.; 1819 West Pershing Road, Chicago 9, Ill.; Oakland Army Base, Oakland 14, Calif. (Western Branch).

Veterans Administration—Procurement Division, Veterans Administration Building, Washington 25, D. C.

The Walsh-Healey Public Contracts Act will apply to all operations performed after the date of notice of award if the total value of a contract is $10,000 or over.

The Army has invited sealed bids to furnish the following:

GRAPEFRUIT JUICE—180,353 dozen 46-oz. and 4,444 dozen No. 2 cans. Bids due at Chicago under serial No. QM-11-183-49-1010 by March 29.

ORANGE JUICE—8,000 dozen No. 2 cans. Bids due at Chicago under serial No. QM-11-183-49-1004 by March 30.

BLENDED JUICE—204,947 dozen 46-oz. cans. Bids due at Chicago under serial No. QM-11-183-49-1019 by March 31.

ORANGE MARMALADE—120,000 one-lb. jars and 128,958 No. 10 cans. Bids due at New York under serial No. QM-30-280-49-1112 by April 22.

The Veterans Administration has requested sealed bids to furnish the following:

CANNED STRAWBERRIES (diabetic pack)—4,504 dozen No. 2 cans. Bids due under Invitation No. 167-S by April 4.

MEETINGS

U.S.W.G.A. Convention Allows for Supplier Meetings

The program for "The Wholesale Grocers' 1949 Convention and Exposition," which is to be staged in St. Louis May 30-31 and June 1 by the U. S. Wholesale Grocers Association, will consist of daily discussions of current industry problems led by the Nation's foremost authorities on each subject, and afternoons will be devoted to visiting between suppliers and wholesalers.

The names of speakers have not been announced. However, the program lists "Effective Merchandising," "Teamwork in Distribution" and "Working for Mrs. Consumer" among the several subjects to be covered by speakers. No formal events are scheduled in the afternoons.

Reservations are being received from wholesale grocers, manufacturers, suppliers and brokers from all parts of the country, indicating a record attendance, U.S.W.G.A. reports. Reservations are being accepted by the Hotels Reservation Bureau, U.S.-W.G.A., 1420 Syndicate Trust Bldg., St. Louis, Mo.

N.C.A. Sanitarian Addresses Salmon Production Conference

The 13th Annual N.C.A. Canned Salmon Production Conference in Seattle March 16 (see INFORMATION LETTER of March 19, page 143) included a talk on "Sanitation Progress" presented along with slides by Edwin S. Doyle, sanitarian with the N.C.A. Northwest Branch.

In citing the fundamental factors underlying improvements in sanitation and the great advancements that have been made in the last 40 to 50 years, Mr. Doyle emphasized construction for more efficient and more economical cleaning and cleaning of canning plants. He pointed out that sanitation improvements have kept pace with the standard of living and have resulted in "better canning plants, increased efficiency, and better products and more production at lower unit costs."

"Sanitation is one of the most powerful words in use today because public sentiment precludes anyone from advocating insanitation," Mr. Doyle asserted. "Good sanitation also is a measure of the progress of man. This struggle and fundamental desire of society will not stop and cannot be stopped, so we in the canning industry cannot stop our progress but must continue to find means to apply scientific knowledge to further increase the efficiency of our plants and to meet the ever-increasing concept of cleanliness and hygienic decency of our consumers as their standard of living advances."

Number of N.C.A. Personnel Appear on California Program

N.C.A. participation in the program of the annual convention of the Canners League of California, March 9-11, was not limited to the address of President John F. McGovern and the studies concerning labels for apricots and peaches, which have been reported in previous issues of the INFORMATION LETTER, but also included participation in raw products discussions and in a cutting of California-packed canned foods.

The address of President McGovern was reported in the LETTER of March 12, page 135, and the formulation of label recommendations for canned apricots and peaches was reported in the LETTER of March 19, page 141. Happer Payne, Director of the Association's Labeling Division, took part in the meeting of fruit canners which agreed on the labeling recommendations.

Secretary Carlos Campbell also attended the Canners League meeting but was not on the program.

Dr. Charles H. Mahoney, Director of the Raw Products Bureau, participated in a meeting and presented a talk on "Raw Product Quality Control."

Eight members of the staff of the Western Branch Laboratories assisted in the preparation of a display of 1,455 cans of fruits and vegetables at the annual fruit and vegetable cutting, and Dr. J. Russell Esty, Director, reported on the results of the laboratory examination of 1,455 duplicate cans of fruits and vegetables which were collected from member canners and submitted to the Western Branch Laboratories for testing.

The examinations included measurements of net weight, drained weight, Brix or salt content, pH and acidity on all the samples. In addition, ascorbic acid (Vitamin C) content was determined on asparagus, spinach, tomatoes, tomato juice and tomato paste, and the samples of green beans, fruit cocktail and tomatoes were subjected to additional examination to test their compliance with Food and Drug standards of identity, quality, and fill of container. Dr. Esty pointed out to canners the need for strict conformance with the Federal standards and offered constructive suggestions concerning means for maintaining high-quality packs.

The cutting was well attended and the samples were carefully examined by committees composed of qualified representatives selected from among the League membership. In order to maintain uniformity in rating the samples, only one new member was appointed to each judging committee this year. Most of the committees were composed of three members, but three committees charged with examining large numbers of samples carried five. No committeeman was allowed to have information which would enable him to identify samples submitted by his own firm until after judging was completed.

In reporting on the results of the judging, M. A. Clevenger, executive vice president of the League, said that the committees were particularly well impressed with the packs of asparagus, spinach and tomato paste. The outstanding fruits were apricots, cherries, pears, fruits for salad, and sliced cling peaches.

Iowa-Nebraska Canners Assn.

A special meeting of the Iowa-Nebraska Canners Association will be held March 30 at the Hotel Savery, Des Moines, it has been announced by Roy Chard, secretary-treasurer.

Forthcoming Meetings

April 11-14—New York State Agricultural and Technical Institute. Short Course for Food Processing Plant Firemen and/or Engineers, Morrisville, N. Y.

April 12—Monterey Fish Processors Association, Annual Meeting, Monterey, Calif.

April 28—Indiana Canners Association, Spring Meeting, Claypool Hotel, Indianapolis

May 19-20—NATIONAL CANNERS ASSOCIATION, Board of Directors Meeting, Hotel Statler, Washington, D. C.

May 19-20—Ozark Canners Association, Spring Meeting, Muskogee, Okla.

May 25—Tidewater Canners Association of Virginia, Inc., Annual Meeting, The Tides Inn, Irvington, Va.

May 30-31—U. S. Wholesale Grocers Association, Annual Convention, Municipal Auditorium, St. Louis, Mo.

June 5-7—Michigan Canners Association, Spring Meeting, Park Place Hotel, Traverse City, Mich.

June 6-8—Grocery Manufacturers of America, Inc., Midyear Meeting, Cavalier Hotel, Virginia Beach, Va.

July 10-15—Institute of Food Technologists, 1949 Annual Meeting, San Francisco, Calif.

Remarks of Vice President Henry P. Taylor Before the Virginia Canners Association

The following address was delivered by Vice President Henry P. Taylor at the annual meeting of the Virginia Canners Association in Roanoke March 22

To those who are not already members I wish to extend a cordial invitation to join the National Canners Association. To be truly representative of the industry the Association needs you, and you need the Association. The weekly Association INFORMATION LETTER will give you the latest, most authentic news of all the different events that affect the canning industry. The Raw Products Division can put you in touch promptly with the proper people to solve your raw product problems. The Association Laboratory, one of the outstanding laboratories in this country, can help you with your processing troubles. The Labeling Division can give you advice and information as to what your label must and what your label should tell the consumer. The Home Economics Division can test your products and help you develop satisfactory recipes to go on your labels or in your advertising. If you are sued by a consumer claiming illness and damages as a result of using your product, the Association will advise and under certain conditions defend you, and may help you with the damages, if the verdict is excessively unfavorable. In these days when practically every phase of your operation is under some Government control, the Association provides the most effective instrument for the presentation of your problems and your point of view.

The small canner paying minimum dues of $100 a year will receive the same consideration and service as the larger canner who may pay several thousand dollars. Until this year there were no minimum dues, and speaking as an individual and not as Vice President of the Association, I express the hope that this minimum will be removed. Not that membership is not worth that much—it costs eight or nine times a hundred dollars per member to run the Association—but it has always been our boast that there was no minimum and that the smallest canner stood on the same footing as the largest. And to be truly representative the Association needs you.

I am presuming to speak about the problems of the small canner, first, because I have been and still am a smaller canner, and second, because, of the 153 canners listed for Virginia in the *1948 Canners Directory*, fully 90 percent are small canners and none of the other 10 percent is really big as bigness goes in the canning industry today.

The first thing I want to say is that if we do not solve these problems for ourselves, they are not going to be solved. In my opinion neither the larger canners, nor the Government, nor anyone else really knows what our problems are, and they all have troubles of their own; and to tell the truth, I doubt if even we know as much about our problems as we should. If we did, we could get more help. I know that the National Canners Association has leaned over backward to give the smaller canner a chance to state his point of view and to protect him and his interests.

Some years ago when I appeared before the Ways and Means Committee of the House of Representatives, our distinguished fellow Virginian, the Hon. A. Willis Robertson, who at that time was a member of the House and of that Committee, said that they would be delighted to do anything they could to help the small canner. Perhaps we ought to look at ourselves more closely.

Our basic problem is: How can we sell our pack for enough money so that we will not make a loss, and may, if possible, make a profit? The first thing we must understand is that we are vitally dependent upon several other groups of people if we are to accomplish this end.

The first of these is the consumer. We may think we are through with our pack when we have sold it, but we are not really through with it until the consumer has eaten it. The consumer will not eat it unless she likes it. Take canned peas, for instance. They have been pretty sick for two years now. A large part of the cause is that back in 1946 and 1947 too many poor quality large sweet peas were packed. The consumer not only does not like them but dislikes them to such an extent that she will not buy even good quality large sweet peas except under a well-known label. These large sweet peas in the hands of the retailers, the wholesalers, and even some canners, have clogged the channels of trade and have made it difficult to sell peas for two whole years. I do not know that the lack of interest in tomatoes is due to a similar cause, but I understand that a lack of interest in tomatoes does exist. I do know that poor quality in the can will kill consumer interest more quickly than anything else, and that too much poor quality has been packed, and not exclusively by the smaller packers. In the long run, if a canner refuses to pack junk, he will not only help his sales and profits, but will help keep the general market for his product healthy.

The consumer must not only like the product, she must be able to pay for it. Some years ago the consumer couldn't buy a new automobile and very little gasoline, she couldn't buy a home, or an oil furnace, or an electric refrigerator, or a kitchen range—in fact, food was one of the few things she could buy and since she had plenty of money she got a little reckless. Today she has bought all those other things and she no longer has plenty of money and is mighty careful about the food she spends her money on. The canner who wants to make a profit had better be careful too.

The consumer must not only like the product and be able to pay for it; she must think the price is right. When she thinks it is too high, she just stops buying it. She isn't always too well informed and sometimes she is unreasonable about what the right price is, but there is no use in arguing with her, as you married men know. Some food prices have been too high and there has been a lot of propaganda about high prices, and when her mind is made up, it is made up. If she will not buy an item except at a price which is less than the individual canner's cost of production, the best thing that individual canner can decide to do is to produce less of it. If he does not do that, he will certainly sell what he packs at less than the cost of production, while if he produces less, and is not forced to sell below his cost, the consumer will gradually make up her mind she was wrong and will pay the canner a living price for it. In the meantime, his cut in production may reduce some of the prices he has to pay, and he can meet her part way.

And, of course, both food and people are funny. If you do not have enough food, you will pay anything you have for it. If your stomach is full, you wouldn't give two cents for any more. Two or three years ago Mrs. Consumer was afraid she couldn't get enough; now she has all she wants. It makes a difference. Besides all this, people are like sheep; they tend to run all the same way. Years ago there was a bad accident on a crowded excursion steamer when all the people ran to one side of the boat and turned it over. People tend to do the same thing about buying. Not so long ago they bought anything; now in comparison, they seem to be buying almost nothing, and we wonder if they will upset the ship of business. The individual canner can help keep this ship on an even keel by planning not to have a large pack which must be sold on this kind of a market—that is, if he wants to make a profit.

Another group upon whom canners are very dependent are the distributors. We will be vitally affected by what they are thinking and doing. Right now the distributor is thinking that, after every war in the past of which we have a record, there has been a severe break in prices and that, if he can prevent it, he isn't going to be caught with a big inventory to lose money on. And what he is doing is buying hand-to-mouth. A broker's

salesman recently took an assorted order for 1,000 cases from a wholesale grocer, and the biggest single item was 50 cases and that was for one of the few things that are still scarce.

The distributor also is thinking that the history of the canning industry in the past in times like this has not been too good. He knows that the canner must put up a whole year's supply in a few short weeks, and that frequently the canner does not have money enough or warehouse enough to carry the pack until it can be sold. He knows that in the past, when pressure was put on, something usually gave way, and he is putting the pressure on and looking for the break. He knows that canners frequently behave like those dominoes which children stand on end in a row, so that when the end domino falls it knocks over the second, and the second the third, and so on until all the dominoes are flat. He rather expects the same thing to happen now. He doesn't wish the canner any harm, but he doesn't intend to be one of those dominoes, and you cannot blame him.

Well, what can a canner do about that? If he wants to avoid an almost certain loss, he will plan right now to do three things: First, he will not pack more than he is reasonably sure he can sell; second, he will not pack more than he is sure he can finance; third, he will not pack more than he is sure he can warehouse, if he has to. This means he will plan his operation just as carefully as he can. He will plan with his farmers so that, as far as is humanly possible, he will have enough but not too much raw stock. He will plan with his brokers and customers so that he will be in as favorable a position to sell as possible. He will plan to keep his costs at the lowest possible point consistent with good quality. He will plan with his banker and can company so that he will not have to force sales on a weak market in order to get urgently needed funds. Above all, he will not be overoptimistic. Optimism makes us careless, and this is one year canners cannot afford to be careless. This is a good year to go slow.

A third group which vitally affects what we are able to do are our fellow canners. What can we do about the canner who packs junk and ruins consumer demand? Well, there is one thing we can certainly do: We do not have to imitate him. Another thing we can do is to discuss these things out in the open. We must be honest and deal in facts and not personalities; we must be objective and not smear and call people names. We must be willing to hear the other side and to admit it when we find we are wrong. But nothing is ever quite as effective as frank, open and honest discussion, in finding out just where the right and wrong of a thing is.

In the case of junk, and by that I mean substandard quality, we can throw our strength behind the establishment and the enforcement of reasonable minimum standards of quality. We can do all in our power to educate distributors, consumers and canners as to what the standards of quality are. We can help make the label a window through which the consumer can see what is inside the can—the can which is at the same time our industry's biggest asset and, because the housewives cannot see through its metal walls, our greatest liability.

A fourth group which is having more and more say as to what we can and cannot do in our business is the Government. It has been said that the power to tax is the power to destroy. Not only are we enormously taxed, but items of cost which once were wholly within our own power to control are now fixed by agencies wholly outside our control. It is not too much to say that in the kind of politico-economic warfare we now have, many of us may become casualties. Some people believe that free enterprise is dead. As a matter of fact, we talk a lot about free enterprise, but very few of us really know what free enterprise is. Most of us think that free enterprise is simply the right to do what we want to do. Business has thought of free enterprise as something peculiarly its own, but I want to say that if free enterprise is dead, business has had its share in the murder.

Free enterprise in this country has meant that here, as nowhere else in the world, we, as individuals, have been free to reward with our patronage those who served us best, and nowhere in the world in recorded history has a people been more magnificently served, or those who served it well more richly rewarded. The trouble is that back in those early times, in too many cases, those who received an outstanding reward for outstanding service used the power which came to them as a part of this reward in an attempt to destroy the freedom which made possible their success. Without compunction they crushed competitors to destroy competition and to compel a continuance of the patronage which they had at first earned. They treated their vast businesses as their personal affair without regard as to how their dealings might affect the destinies and lives of their fellow Americans. These big-industry tycoons of that sorry period bribed public servants that they might receive special privileges in return. They allowed unhealthy economic conditions to exist because it gave them a profit.

Not all business, of course, did this, and certainly the canning industry was not guilty, but that which did not was at fault in not providing the leadership and making an all-out fight against these conditions. Of course, even the sinners contributed mightily to the growth and development of this country, because first of all they believed in production, and also, big and strong as they were, they were not big and strong enough completely to dominate a country which at that time was not the compact, tightly integrated economy it is today, and lastly because they had destroyed freedom only in rather limited fields.

STANDARDS

Hearing on Standards For Canned White Potatoes

A hearing on proposals to amend the definition and standard for canned white potatoes under the Food, Drug and Cosmetic Act was held by the Federal Security Agency on March 14. The text of the proposals was reproduced in the INFORMATION LETTER of February 5, page 105.

Industry representatives testified as to the difficulty sometimes encountered due to disintegration of otherwise normal canned white potatoes, the action of calcium salts in overcoming this, and the need for permission to use this method. At the conclusion of the hearing the presiding officer fixed a period of ten days for the filing of suggested corrections to the record of the hearing, and the same period for filing of proposed findings of fact and conclusions.

LABORATORIES

Paper on Re-Use of Water

A statement entitled "How to Save Water in Canneries" by C. T. Townsend and Ira I. Somers was published in the Pacific Coast edition of *Food Industries* for February, 1949. This paper was prepared as an aid in alleviating critical water shortages which have developed in certain areas, and also to indicate means for reducing the amount of fluid waste from canneries. The possibilities for re-using water in various pieces of equipment are discussed, and procedures to be followed and precautions to be observed are given.

Reprints of this statement may be obtained by writing to the N.C.A. Western Branch Laboratories.

Corn Standards Hearing

(Concluded from page 145)

another season should be allowed for the gathering of further data. It is expected that at that time the record will be closed on standards of identity and quality.

PUBLICATIONS

Sales Practices Analyzed

"How Manufacturers Reduce their Distribution Costs," a 150-page study of the sales practices of a representative group of producers who have effectively reduced their marketing expenses and at the same time substantially increased their over-all profits has been published by the Department of Commerce. Single copies may be obtained from Department of Commerce field offices or from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 35 cents each.

RAW PRODUCTS

Beetle Quarantine Revised

Moderate extensions of the area regulated on account of the white-fringed beetle became effective March 17 and include the newly discovered infested area in Tennessee along with parts of additional counties or parishes in the previously quarantined States of Alabama, Florida, Georgia, Louisiana, Mississippi, and North Carolina, the U. S. Department of Agriculture has announced.

The entire city of Memphis, Shelby County, Tenn., has been included because a well-established infestation of white-fringed beetles was discovered there in 1948. The Memphis infestation was placed under State quarantine soon after it was found, and a cooperative Federal-State control program is now in progress.

Bulletin on Legume Bacteria

Twenty-two pictures of legume bacteria, the nodules they produce, and the effect of inoculation on clovers, soybeans, peas, lespedeza, peanuts, vetch and similar crops, illustrate the U. S. Department of Agriculture's new Farmer's Bulletin, "Legume Inoculation."

The bulletin (F. B. 2003) contains much new material, including facts about parasitic strains of bacteria that merely use legume roots to live on, contributing nothing for the nutrition of the crop. The bulletin reviews the history of this most useful curiosity of agriculture. It dates the discovery of soil bacteria and legumes as 1886, and treats such subjects as nitrogen and root nodules, nitrogen fixation by legumes, strain variation among legume bacteria, necessity for inoculation, conditions that affect legume bacteria, preparation and use of commercial cultures, inspection of inoculants, research, and economic importance of inoculation.

Copies of F. B. 2003 may be obtained free from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Review of Social Security

(Concluded from page 145)

ployers and employees to 1½ percent after June 30, 1949, and to 2 percent after December 31, 1949. Hearings were concluded on March 23 on another bill, H. R. 2892, to amend the Social Security Act by providing Federal assistance to approved and augmented State public welfare programs.

The Hoover Commission stated:

"Proposals are now being considered for the expansion in coverage and increase in allowances in the Federal Old-Age and Survivors Insurance System. During the 12 years since its establishment this system has been altered. Originally a supposedly self-supporting system on an actuarial base, the system in all probability will call for appropriations from the Treasury to fulfill its obligations. Government actuaries estimate that, in the absence of increases in the 2 percent pay-roll tax that has thus far been levied for the support of the system, the reserve funds will be exhausted within less than 15 years.

"For the fiscal year 1950, the budget estimates of the President indicate that the administrative cost of the Old-Age and Survivors Insurance program will amount to about $43,000,000. The administrative cost is now defrayed entirely from the receipts of the system.

"For the fiscal year ended June 30, 1947, the Federal Security Agency estimated that total administrative costs amounted to 2.8 percent of contributions paid in, and to 9.6 percent of benefits paid out. About three-quarters of the administrative costs is spent for the maintenance and use of individual earnings records.

"The present number of persons 65 years of age and over is about 10,600,000, or about 7.5 percent of the population. The number that will be in this age bracket 40 years hence is estimated at about 21,500,000, or over 13 percent of the population. By 1950, it is estimated that pay-roll taxes will total a minimum of about $2.5 billion, and the disbursements to beneficiaries a minimum of over $600 million. As of August, 1948, the reserve fund was estimated at $10,388,000,000.

"The present costs of administration are no indication of future costs, even granting no further change is made in the system. The full administrative load is still several years ahead. At that time, large numbers of persons will become eligible for benefits. In the fiscal year 1947, the total number of beneficiaries under the system was less than 2 million persons. Even in the fiscal year 1950 it will be around 3 million. The real burden of administrative cost will become evident only when approximately the same number of persons is being added and subtracted each year.

"All these problems, and others, raise the question of Congressional examination of the whole subject. Some entirely new system may be necessary if we are to provide adequate protection against the hazards of old age for the American people."

PERSONNEL

Association Officers

Canners League of California

Officers of the Canners League of California elected at the association's annual convention recently are:

President—Norman L. Waggoner, Santa Clara Packing Co., San Jose; all other officers reelected, as follows: industry vice presidents—R. G. Lucks, California Packing Corp., San Francisco, and L. J. Taylor, Libby, McNeill & Libby, San Francisco; executive vice president—M. A. Clevenger, San Francisco; staff vice president—Major W. S. Everts, San Francisco; secretary—Miss Sylvia Kempton, San Francisco; and treasurer—R. J. Marsh, San Francisco.

National Food Brokers Association

Officers of the National Food Brokers Association elected at the association's convention in Chicago this week are:

National chairman—Ralph D. Davies, Ralph D. Davies, Inc., Cincinnati; president—Watson Rogers, Washington, D. C. (reelected); first vice chairman—Ed. W. Jones, Meinrath Brokerage Co., Kansas City, Mo.; second vice chairman—Roy C. Ossman, Paul E. Kroehle Co., Cleveland; third vice chairman—Clarence Wendt, Allison & Wendt Co., Oklahoma City; treasurer—Robert J. Dannemiller, Washington, D. C.; executive commit-

tee—Jack L. Gentry, Spartanburg, S. C., E. W. Peterson, Detroit, and J. O. Crawford, Los Angeles; member-at-large—T. Fred Robbins, Houston, Tex.

Frozen Food Packers

Officers of the National Association of Frozen Food Packers elected at the association's convention recently are:

President—A. J. Rogers, Cherry Growers, Inc., Traverse City, Mich.; first vice president—E. J. Watson, Pictsweet Foods, Inc., Mt. Vernon, Wash.; second vice president—G. O. Bailey, Birds Eye-Snider Div., General Foods Corp., New York City; secretary-treasurer—L. S. Martin, Washington, D. C. (reelected).

CONGRESS

Export Controls

Authority for the Administration to exercise controls over exports was extended to June 30, 1951, by P. L. 11, approved by President Truman February 26. As passed by Congress, S. 548 prohibited the Commerce Department from controlling exports of any agricultural commodity found by the Secretary of Agriculture to be surplus to domestic requirements.

USES Publicity Material

(Concluded from page 145)

opportunity for part-time employment. The material in the kit has been so prepared that it may be useful in conjunction with programs of the local employment service or by the canner in his individual recruitment efforts.

This information will be distributed by many of the 1,800 full-time and 2,700 part-time State Employment Service offices throughout the country. Some 80 percent are in rural areas or adjacent to them. In addition, USES has supplied copies of a full-color 35-mm. sound slide film which depicts many of the basic actions necessary to achieve a smooth, effective operation in a local farm placement office; this film is to be an important part of the training and indoctrination of employees of the employment service.

USES made 6,500,000 farm placements during the 1948 crop year, and, on the basis of Department of Agriculture crop goals, anticipates a need for workers in the same number of jobs this year.

The USES and affiliated State Employment Services are conducting an intensive drive to enlist workers for harvesting and processing. Local employment offices at strategic points throughout the country will keep in touch with farm labor needs, inform the public on the number of workers needed, interview workers, and tell workers when and where to apply. USES regards recruitment as the fundamental object and the one goal of the campaign. Every able-bodied person will be considered a prospect.

It is intended that the newspaper and radio advertisements will be placed and paid for by one or more local farm organizations, local canneries, local business associations or other local enterprises whose welfare may be directly or indirectly affected by the local shortage. In many communities the harvesting and canning of a crop are so closely tied in with the economic welfare of the area that both newspapers and radio stations may be glad to assist by donating a reasonable use of their facilities on this problem.

The publicity kit also contains posters for public display, form letters for soliciting help from local school officials and civic groups, cartoons, and short talks to be made before local groups which include among their members the most enterprising and influential citizens.

The Association this week mailed the USES kits to each of the secretaries of the State and regional associations.

Plans for 1950 Convention

(Concluded from page 145)

cations and attendance schedules, designed to permit a two-part convention consisting of one period of production-planning sessions and another of sales conferences.

The outline was presented and discussed in joint meetings of the N.C.A. group with the Executive and Advisory Committees of N.F.B.A. and representatives of the Canning Machinery & Supplies Association.

Efforts were being made to reach agreements not only concerning the 1950 Convention but the 1951 Convention as well. As the INFORMATION LETTER went to press, progress was reported from Chicago, but final official decisions and full agreement had not reached the point where a public announcement could be made. This will be bulletined to the Association at the earliest possible date.

Non-Canner Contributors To N.C.A. Buildings Fund

Following is a list of the 56 firms who thus far have generously advanced the program to modernize the research facilities of the Association:

From Box Manufacturers—$21,106.04.

Container Corporation of America, Gaylord Container Corporation, Inland Container Corporation, Kieckhefer Container Co., F. J. Kress Box Company, Planters Manufacturing Co., Inc., and Union Bag & Paper Corporation.

Label Manufacturers—$17,600.

G. A. Ackermann Printing Co., Inc., The Calvert Lithographing Co., Commercial Printers, Inc., H. S. Crocker Co., Inc., Forbes Lithograph Co., Gamse Lithographing Co., Hammer Lithographing Corp., Michigan Lithographing Co., Muirson Label Co., Inc., Multi-Colortype Co., The Nevins-Church Press, Piedmont Label Co., Inc., Ridgeway Lithograph Co., Rossotti Lithographing Co., Inc., Schmidt Lithograph Co., Simpson & Doeller Company, Stecher-Traung Lithograph Corp., U. S. Printing & Lithograph, and Wilmanns Lithographing Co.

Container and Closure Manufacturers—$395,000.

American Can Company, Armstrong Cork Co., Ball Bros. Co., Inc., Continental Can Company, Crown Can Co., Crown Cork and Seal Co., Hazel-Atlas Glass Co., Heekin Can Co., Latchford-Marble Glass Co., Owens-Illinois Glass Co., Tygart Valley Glass Co., and White Cap Co.

Machinery Manufacturers—$34,930.

Atlas Pacific Engineering Co., Inc., Barry-Wehmiller Machine Co., Burt Machine Co., Chisholm-Ryder Co., Inc., J. L. Ferguson Co., Food Machinery and Chemical Corp., Frank Hamachek Machine Co., Horix Manufacturing Co., Lee Metal Products Co., Inc., A. K. Robins & Co., Scott Viner Co., Tri-Clover Machine Co., U. S. Bottlers Machine Co., Urschel Laboratories, and Waukesha Foundry Co.

Miscellaneous Suppliers—$9,256.

Associated Seed Growers, Inc., Dewey & Almy Chemical Co., The Diversey Corp., Gallatin Valley Seed Co., Lawrence Warehouse Co., Northrup, King & Co., Rogers Bros. Seed Co., Savannah Sugar Refining Corp., Wm. J. Stange Co., Taylor Instrument Companies, Vance Publishing Co., and Lansing B. Warner, Inc.

A complete list of contributors will be published when the buildings program is finalized.

STATISTICS

Canned Foods Consumption

Buffalo families were found in a recent survey to have consumed more canned vegetables per person during the winter months of 1948 than families in Birmingham, Minneapolis-St. Paul, and San Francisco. Buffalo families also were found to have consumed more canned fruits than households in Minneapolis-St. Paul. The Buffalo survey was one of a series conducted by the Bureau of Human Nutrition and Home Economics of the U. S. Department of Agriculture.

1948 Canned Beet Pack; Vegetable Stocks, Shipments

The 1948 pack of canned beets and canners' stocks and shipments of beets as of January 1 and of peas and asparagus as of March 1 have been compiled by the Association's Division of Statistics.

1948 Beet Pack

The 1948 canned beet pack of 4.6 million actual cases was about 32 percent greater than the 1947 pack, which totaled 3.5 million actual cases, but only about 63 percent of the 1946 pack of 7.2 million cases.

The 1948 canned beet pack consisted of 1,183,683 actual cases of whole beets, 646,147 actual cases of cut beets, 2,064,724 actual cases of sliced beets, 466,029 actual cases of diced beets, 14,210 actual cases of quartered beets, and 226,858 actual cases of French style beets.

1948 Pack of Beets by States

States	1947	1948
	(Actual cases)	
New York	635,315	1,312,830
Maryland	(a)	(a)
New Jersey	108,380	168,657
Indiana	27,146	(a)
Michigan	118,831	206,960
Wisconsin	1,854,686	2,043,461
Utah	13,257	12,031
Oregon-Washington	437,525	486,631
Other States	139,901	371,072
Total	3,495,041	4,601,651

(a) Included in Other States.

By can size, the 1948 pack included 2,305,637 cases of 24/2's, 95,466 cases of 48/8Z, 37,061 cases of 48/1P, 220,810 cases of 24/2½, 910,770 cases of 6/10, and 1,031,907 cases of miscellaneous tin and glass.

Canned Peas

Stocks of canned peas of 10.4 million actual cases in canners hands March 1, 1949, were 25 percent less than canner stocks of 13.9 actual cases March 1, 1948. On March 1, 1949, canners stocks included 1,435,150 actual cases of Alaskas and 8,977,725 actual cases of sweets.

Shipments during February, 1949, were about 5 percent greater than those during February, 1948.

March 1, 1949, stocks on the basis of 24/2's amounted to 9,858,000 cases, as compared with 13,521,000 cases on March 1, 1948.

Stocks and Shipments Canned Peas

	1947-48	1948-49
	(Actual cases)	
Carryover, June 1	4,572,441	7,809,928
Pack	33,995,779	24,446,054
Total supply	38,568,220	32,225,982
March 1 stocks	13,853,900	10,412,875
Shipments during Feb.	2,083,384	2,177,325
Shipments June 1 to March 1	24,714,320	21,843,107

Beet Stocks and Shipments

The supply of canned beets for the 1948-49 marketing season was nearly 10 percent below supplies for the previous year, although the 1948 canned beet pack was somewhat larger than the 1947 pack, due to the much smaller carryover from the 1947 season.

Shipments from canners stocks from July 1, 1948, to January 1, 1949, totaling 3.4 million cases, exceeded the shipments during the similar period a year ago by 19 percent. Canner stocks were reduced to 1.5 million actual cases on January 1, 1949, which was 41 percent below canner holdings on January 1, 1948.

Canner Stocks and Shipments Canned Beets

	1947-48	1948-49
	(Actual cases)	
Carryover, July 1	1,825,109	222,516
Pack	3,495,041	4,601,651
Total supply	5,320,150	4,824,167
Canner stocks, Jan. 1	2,506,399	1,467,309
Shipments, July 1 to Jan. 1	2,813,751	3,356,858

Canned Asparagus

Canner stocks of 157,403 actual cases of canned asparagus on March 1, 1949, were 49 percent less than canners stocks March 1, 1948, which totaled 308,109 actual cases.

Movement from canners stocks during the first two months of 1949 have amounted to 325,605 actual cases, compared with shipments during January and February of 1948 totaling 606,865 actual cases.

Stocks and Shipments Canned Asparagus

	1947-48	1948-49
	(Actual cases)	
Carryover, March 1	224,775	308,109
Pack	3,916,356	3,698,035
Total supply	4,141,131	4,006,144
March 1 stocks	308,109	157,403
Shipments March 1 to March 1	3,833,022	3,848,741

TABLE OF CONTENTS

PAGE

Congress
No action taken in House on Lesinski wage-hour bill ... 145
Export controls ... 151

Convention
Plans for 1950 Convention discussed at brokers meeting ... 145

Labor
USES publicity material to help recruit farm labor ... 145

Buildings Program
N.C.A. buildings fund ... 145
Non-canner contributors to N.C.A. buildings fund ... 151

Reorganization
Hoover Commission proposes review of social security ... 145

Publicity
Canned foods prices ... 145
Nutrition publicity ... 146
Liberty magazine shows ways to use canned fruits ... 146
Tear sheets are available on canned vegetable feature ... 146

Standards
Corn standards hearing ... 145
Hearing on standards for canned white potatoes ... 149

Meetings
Industrial safety conference ... 145
Vice President Taylor speaks ... 145

PAGE

U.S.W.G.A. convention allows for supplier meetings ... 147
N.C.A. sanitarian addresses salmon production conference ... 147
Number of N.C.A. personnel appear on California program ... 147
Iowa-Nebraska Canners Assn. ... 147
Forthcoming meetings ... 147
Remarks of Vice President Henry P. Taylor before the Virginia Canners Association ... 148

Supplies
Metal can shipments increase, use of glass reported down ... 146

Foreign Trade
South Africa's pineapple pack ... 146

Procurement
Invitations to bid ... 146

Laboratories
Paper on re-use of water ... 149

Publications
Sales practices analyzed ... 150

Raw Products
Beetle quarantine revised ... 150
Bulletin on legume bacteria ... 150

Personnel
Association officers ... 150

Statistics
1948 canned beet pack; vegetable stocks, shipments ... 152